

Total No. of Printed Pages—4

**6 SEM TDC IMKT 1 (Sp)**

**2 0 1 4**

( May )

**COMMERCE**

( Speciality )

Course : 601

**( International Marketing )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. (a) Fill in the blanks : 1×3=3

- (i) In International Marketing, a manager who sees the world as one big market and does not necessarily consider the International Markets separately for the domestic markets is known as — manager.
- (ii) An export house is also referred to as a/an —.
- (iii) The full form of PLC is —.

(b) Write 'True' or 'False' :

1×5=5

- (i) The term 'logistic' was used originally by the military.
- (ii) Japan is a world leader in promotional techniques.
- (iii) 'Cash in advance' is a payment method in which the seller receives a part payment before the product is manufactured and shipped.
- (iv) In International Marketing, selling the domestic version of the product in the foreign market is known as product extension.
- (v) Modern concept of marketing is always product oriented.

2. (a) Explain the nature and scope of International Marketing. 6+6=12

Or

(b) What do you understand by External and Internal marketing environment in International Marketing? Explain their influences in the overall international marketing environment. (3+3)+6=12

3. (a) Discuss about the export policy and practices in India. 11



Or

- (b) What do you mean by foreign market?  
What factors are to be considered in  
identifying and selecting foreign market?

4+7=11

4. (a) Discuss the new product planning and  
development process in International  
Marketing. 4+7=11

Or

- (b) What do you mean by Branding? Explain  
its significance in International  
Marketing. 11

5. (a) What factors are to be considered by a  
marketer in international pricing? 11

Or

- (b) Write an explanatory note on 'export price  
quotation and export pricing'.

6. (a) What do you mean by product promotion?  
Explain various promotional methods in  
International Marketing. 4+7=11

Or

- (b) What is channel of distribution? Write in  
detail about the distribution channels in  
International Marketing. 4+7=11

( 4 )

7. Write short notes on (any four) :

4×4=16

- (a) Export Documentation
- (b) Standardization
- (c) Marginal Cost Pricing
- (d) Logistic Management
- (e) Modes of Payment in International Marketing

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